



Dishwashing in Croatia

April 2026

Table of Contents

Dishwashing in Croatia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Economic Considerations Impact Sales, While Automatic Dishwashing Leads Value Sales

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Economic Considerations Impact Sales, While Automatic Dishwashing Leads Value Sales

Packaging Formats Evolve along with Changing Consumer Preferences

Chart 2 - Zero-Waste Dish Soap Refills in Fully Biodegradable Paper Sachets

Sustainability Shapes Consumer Preferences

Chart 3 - Naturesafe Marine Introduces Biodegradable Dishwashing Liquid in Croatia

Multifunctional Dishwashing Products Are Favoured

Chart 4 - All-In-One Dish Care Innovation for Modern Consumer Needs in Croatia

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Demand for Eco-Friendly and Convenient Products Set to Drive Growth

Chart 8 - Analyst Insight for Dishwashing

Automatic Dishwashing Expected to Maintain Its Dominance and See Dynamic Growth

Multifunctionality and Retail E-Commerce Anticipated to Have an Impact

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Henkel and Reckitt Benckiser Lead with Sustainable Offerings

Opportunities for Companies by Focusing on Sustainability and Digital Engagement

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Supermarkets Remains the Leading Distribution Channel

Retail E-Commerce Gains Traction From a Low Base

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Dishwashing

Chart 15 - Real GDP Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Dishwashing

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

Growth Is Supported by Convenience, Sustainability, and Multifunctionality

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Growth Is Supported by Convenience, Sustainability, and Multifunctionality

The Laundry Care Market Is Driven by Innovation, Convenience, and Premiumisation

Chart 22 - FAKS responds to the demand for convenience and multifunctionality

Private Label Products Gain Traction through Affordable Solutions

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Innovation Is Set to Focus on Sustainability and Convenience

Chart 26 - Plastic-Free and Biodegradable Solutions Gain Momentum in Croatia's Home Care Market

Laundry Care Is Set to Lead Sales, While Dishwashing Is Expected to Drive Growth

Digitalisation and Multifunctionality Will Shape the Future of Home Care

Chart 27 - Analyst Insight for Home Care

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain a Strong Presence through Innovation

Private Label Growth Is Driving the Evolution of Home Care in Croatia

Chart 30 - Functional efficiency and affordability drives growth

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Lead through Convenience and Promotions

Retail E-Commerce Gains Traction through Improved Logistics and Competitive Pricing

Chart 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Home Care

Chart 35 - Real GDP Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Home Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dishwashing-in-croatia/report.